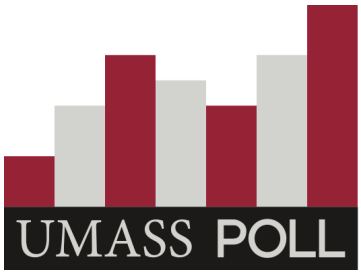

October 2014 UMass Amherst/WBZ Pre-Election Poll

(DRAFT Questionnaire)

Q1 – Party registration

SINGLE CHOICE

If R selects option 4 terminate interview…not eligible for the survey.

Are you registered to vote in Massachusetts?

1. Yes, I'm registered as a Democrat
2. Yes, I'm registered as a Republican
3. Yes, I'm registered as un-enrolled (no party affiliation declared)
4. I am not currently registered to vote

Q2 – Vote likelihood

SLIDING SCALE

Sliding scale from 0-100. Label zero as "I definitely will not vote" and 100 as "I definitely will vote".

The general election will be held on November 4th of this year. We would like you to rate your chances of voting in this election on a scale from 0 to 100. If 100 represents a person who will definitely vote, 0 represents a person who will not vote, and 50 means you have a 50/50 chance of voting, where on this scale of 0 to 100 do you place yourself?

Q3 – Baker v. Coakley

SINGLE CHOICE WITH POP-UP

Randomize the order of 1 and 2 and randomize the order of 3-5, but always show 1 and 2 above 3-5.

If the 2014 Massachusetts election for Governor were being held today, which candidate would you vote for?

1. Charles Baker (Republican)
2. Martha Coakley (Democrat)
3. Evan Falchuk (United Independent Party)
4. Jeffrey McCormick (Independent)
5. Scott Lively (Independent)
6. Other
7. Not sure
8. Would not vote

Q3a – Leaners

POP-UP

Ask as a pop-up if the answer to Q3 is 7. Randomize the order of 1 and 2 and randomize the order of 3-5, but always show 1 and 2 above 3-5.

Who would you say you are leaning towards voting for?

1. Charles Baker (Republican)
2. Martha Coakley (Democrat)
3. Evan Falchuk (United Independent Party)
4. Jeffrey McCormick (Independent)
5. Scott Lively (Independent)
6. Other
7. Not Sure

Q4 – Against Coakley

SINGLE CHOICE

Ask only if answer to Q3 is 1 OR if answer to Q3a is 1. Randomize the order of 1 and 2.

Is your vote for Governor more of a vote in support of Charles Baker or against Martha Coakley?

1. In support of Charles Baker
2. Against Martha Coakley

Q5 – Against Baker

SINGLE CHOICE

Ask only if answer to Q3 is 2 OR if answer to Q3a is 2. Randomize the order of 1 and 2.

Is your vote for Governor more of a vote in support of Martha Coakley or against Charles Baker?

1. In support of Martha Coakley
2. Against Charles Baker

Q6 – Turnout

SINGLE CHOICE

Randomize question text so that half of sample receives text in brackets.

Massachusetts held its primary election on September 9th 2014. [A record number of women ran for statewide office in that election.] Which of the following best describes you:

1. I did not vote in the primary election
2. I thought about voting in the primary but didn't
3. I usually vote, but didn't this time
4. I attempted to vote, but did not or could not
5. I definitely voted in the primary election

Q6a – Un-enrolled Primary

SINGLE CHOICE

Ask only if answer to Q1 is 3 AND answer to Q6 is 5. Randomize the order of 1 and 2.

In which party's 2014 primary did you vote?

1. Democratic
2. Republican

Q6b – Democratic Primary Vote

SINGLE CHOICE

Ask only if answer to Q1 is 1 AND answer to Q6 is 5 OR if answer to Q6a is 1. Randomize the order of 1-3.

Who did you vote for in the Democratic primary for Governor?

1. Steve Grossman
2. Martha Coakley
3. Donald Berwick
4. Other
5. Not Sure
6. I did not vote in the primary

Q6c – Republican Primary Vote

SINGLE CHOICE

Ask only if answer to Q1 is 2 AND answer to Q6 is 5 OR if answer to Q6a is 2. Randomize the order of 1 and 2.

Who did you vote for in the Republican primary for Governor?

1. Charles Baker
2. Mark Fisher
3. Other
4. Not Sure
5. I did not vote in the primary

Q7 – Markey v. Herr

SINGLE CHOICE

Randomize the order of 1 and 2.

If the 2014 Massachusetts election for U.S. Senator were being held today, which candidate would you vote for?

1. Ed Markey (Democrat)
2. Brian Herr (Republican)
3. Other
4. Not Sure
5. Would Not Vote

Q7a – Heffernan v. Goldberg

SINGLE CHOICE

Randomize the order of 1 and 2.

In the election for Treasurer, which candidate would you vote for?

1. Mike Heffernan (Republican)
2. Deb Goldberg (Democrat)
3. Other
4. Not Sure
5. Would Not Vote

Q7b – Bump v. Saint Aubin

SINGLE CHOICE

Randomize the order of 1 and 2.

In the election for Auditor, which candidate would you vote for?

1. Patricia Saint Aubin (Republican)
2. Suzanne Bump (Democrat)
3. Other
4. Not Sure
5. Would Not Vote

Q7c – Tisei v. Moulton

SINGLE CHOICE

Ask only of Respondents who reside in Massachusetts' 6th Congressional District. Randomize the order of 1 and 2.

In the election for U.S. House of Representatives, which candidate would you vote for?

1. Richard Tisei (Republican)
2. Seth Moulton (Democrat)
3. Other
4. Not Sure
5. Would Not Vote

Q8 – Winners

SINGLE CHOICE

Randomize the order of 1 and 2 and randomize the order of 3-5, but always show 1 and 2 above 3-5.

Regardless of your vote, which candidate do you believe will win the 2014 Massachusetts election for Governor?

1. Charles Baker (Republican)
2. Martha Coakley (Democrat)
3. Evan Falchuk (United Independent Party)
4. Jeffrey McCormick (Independent)
5. Scott Lively (Independent)
6. Other
7. Not sure

Q9 – Issue open text

SHORT TEXT BOX

In thinking about the election for Governor, what issue is most important to your vote?

Q10 – Issue Comparisons

DYNAMIC GRID

Randomize the order of all rows A-F, and randomize columns 1 and 2.

Which candidate do you trust more to handle the following issues:

Rows:

A. The economy
B. Health care
C. Taxes
D. Education
E. Child and Family Services

Columns:

1. Martha Coakley (Democrat)
2. Charles Baker (Republican)
3. Neither
4. Not Sure

Q11 – Approval

GRID

Randomize the order of rows A-D and columns 1-5.

Do you approve or disapprove of the way each is doing their job?

Rows:

A. Governor Deval Patrick
B. Senator Elizabeth Warren
C. Senator Ed Markey
D. President Barak Obama

Columns:

1. Strongly approve
2. Approve
3. Disapprove
4. Strongly disapprove
5. Not Sure

Q12 – Group Representation

GRID

Randomize the order of rows A-H and columns 1-5.

Which candidate do you think would do a better job of representing the following groups while Governor?

Rows:

A. Women
B. The Middle Class
C. The Poor
D. Independents
E. Labor Unions
F. Senior Citizens
G. Families

Columns:

1. Martha Coakley (Democrat)
2. Charles Baker (Republican)
3. None of these
4. Not sure

Q13 – Negative Campaign

SINGLE CHOICE

Randomize order of 1 and 2

Which candidate do you think has run the more negative campaign?

1. Martha Coakley (Democrat)
2. Charles Baker (Republican)
3. Not sure

Q14 – Campaign Contact

CHECKBOX GRID

Randomize the order of rows A and B, C and D, and E and F. Also randomize columns 1-3. Columns 1-3 are multiple choice whereas column 4 is exclusive.

Have you been contacted by any of the following by phone, in person, or online asking for your support?

Rows:

A. Martha Coakley's campaign
B. Charles Baker's campaign
C. Anti-casino groups
D. Pro-casino groups
E. Bottle bill supporters
F. Bottle bill opponents

Columns:

1. Yes, by phone
2. Yes, in person
3. Yes, online
4. No, I have not been contacted

Q15 – Ballot Grid

DYNAMIC GRID

There will be four questions on the ballot in November. If the election were held today, how would you vote on each of the following?

Question 1: A yes vote would eliminate the requirement that the state's gas tax be adjusted annually based on the Consumer Price Index.
Question 2: A yes vote would expand the state's beverage container deposit law to require deposits on containers for all non-alcoholic, non-carbonated drinks with certain exceptions, increase the associated handling fees, and make other changes to the law.
Question 3: A yes vote would prohibit casinos, any gambling establishment with slot machines, and wagering on simulcast greyhound races.
Question 4: A yes vote would entitle employees in Massachusetts to earn and sue sick time according to certain conditions.

1. Yes
2. No
3. Not Sure

Q16 – Springfield Casino

SINGLE CHOICE

Randomize the order of 1 and 2.

As you just read, there will be a ballot initiative in November that would prohibit casinos in the state of Massachusetts. In the event this passes, do you think the next Governor should work to pass special legislation that allows the city of Springfield to continue building its casino?

1. Yes
2. No
3. Not Sure